

**BMKT 4115 Brand Management (3,3,0)**

**Prerequisite:** MKTG 2005 Marketing Management  
This course focuses on providing students with the knowledge and experience of brand building and management. On successful completion of this course, students should understand the nature and importance of branding building in marketing practice. In addition, they should also possess the strategic thinking and techniques in developing and managing brands that enhance an organization's marketing competence.

**BMKT 4125 Business to Business Marketing (3,3,0)**

**Prerequisite:** MKTG 2005 Marketing Management  
The business-to-business arena entails a complex market of commercial enterprises, public organizations and government institutions. This course aims to teach the student to market products or services to other companies, government bodies, institutions, and other organizations. It also provides the student an overall understanding of the different components in the B2B market. Last but not least, it enables the student to learn the theories and practical skills in designing and managing the B2B marketing strategy effectively.

**BMKT 4135 Case Analysis for Marketing Decision Making (3,3,0)**

**Prerequisite:** MKTG 2005 Marketing Management  
Cases are stories, and snapshots of the whole or some part of an organization, presenting realistic, complex and contextually rich situations, in which problems and events actually took place. Cases are widely used in the study of marketing to provide students with an appreciation of the business realities and the constraints involved in making marketing decisions. By exposure to a variety of situations and diverse problems, students can experience the challenges and dilemmas of the marketing decision maker.

**BMKT 4145 Customer Relationship Management (3,3,0)**

**Prerequisite:** MKTG 2005 Marketing Management  
This course introduces students to the theories and practices of customer relationship management. Students learn how to translate the CRM business strategy into marketing and how to build analytical CRM and enable organizational processes. Emphasis is placed on customer profiling, buyer motivation, customer communications, customer service centre operations, customer databases, different CRM strategies, and the role of measuring and managing customer satisfaction and loyalty.

**BMKT 4155 Event Marketing (3,3,0)**

**Prerequisite:** MKTG 2005 Marketing Management  
The aim of this course is to provide an understanding of the dynamic nature of event marketing. It illustrates how the different institutions can make use of the marketing functions to accomplish the various event objectives.

**BMKT 4165 Marketing for Social Enterprise (3,3,0)**

**Prerequisite:** MKTG 2005 Marketing Management  
This course offers a survey of marketing functions and a framework for organizing, planning, and implementing marketing strategies in social enterprise. Special treatment is given to the important areas of marketing research and marketing communications. The course also provides in-depth treatment of the most important marketing activities such as direct marketing, fund raising, special events, attracting major gifts, and volunteer recruitment.

**BMKT 4175 Marketing in China (3,3,0) (P)**

**Prerequisite:** MKTG 2005 Marketing Management  
This course aims at providing students with an understanding of the marketing environment and practices in China. Emphasis will be placed on the socio-cultural environment and marketing mix elements in China. Problems and prospects of doing marketing in China will also be examined.

**BMKT 4185 Retailing (3,3,0)**

**Prerequisite:** MKTG 2005 Marketing Management  
This course aims at providing students with the understanding of the critical role that retailing plays in the business world and how retailing can be coordinated with other marketing mix elements to further enhance the marketing function. Both the current retailing practices and the general retailing theories are described in order to provide students with the necessary insight to operate a retail establishment successfully.

**BMKT 4195 Sales Management (3,3,0)**

**Prerequisite:** MKTG 2005 Marketing Management  
Effective management of a company's sales force is essential to the successful implementation of its overall marketing plan. This course provides students with overall understanding of the roles of sales management in a corporation and the theories as well as the empirical practices in managing a sales force effectively.

**BMKT 4205 Seminar in Contemporary Marketing Issues (3,3,0)**

**Prerequisite:** MKTG 2005 Marketing Management  
This course serves as a capstone course to provide students with an opportunity to explore and discuss more "cutting edge" and specialized topics in marketing, particularly those related to the Hong Kong marketing environment.

**BMS 2440 Public Health and Family Medicine (2,2,0)**

Public health is the science and art of preventing disease, prolonging life and improving the health of communities through education, promotion of healthy lifestyles and research for disease and injury prevention. It deals with preventive rather than curative aspects of health; and with health issues at population-level rather than individual-level.

The objective of this course is to give students an overview of Public Health in the following aspects: (1) The principles of disease surveillance, biostatistics and epidemiology; (2) The incidence, prevalence and causes of common health problems in Hong Kong; (3) The clinical and preventive aspects of occupational health, environmental health, family health, mental health and health education; and (4) An overview of Hong Kong health services.

Family medicine is a medical specialty that provides continuing and comprehensive healthcare for individuals and families, including all ages, sexes, organ systems, and disease entities.

The objective of this course is to give students a general concept of Family Medicine in the following aspects: (1) Principles of Family medicine; (2) Common medical conditions encountered in family practice; (3) Care for women; (4) Pediatric and adolescent care; and (5) Geriatric care, especially those with chronic illnesses.

**BMS 2450 Public Health and Family Medicine (3,3,0)**

Public health is the science and art of preventing disease, prolonging life and improving the health of communities through education, promotion of healthy lifestyles and research for disease and injury prevention. It deals with preventive rather than curative aspects of health; and with health issues at population-level rather than individual-level.

The objective of this course is to give students an overview of Public Health in the following aspects: (1) The principles of disease surveillance, biostatistics and epidemiology; (2) The incidence, prevalence and causes of common health problems in Hong Kong; (3) The clinical and preventive aspects of occupational health, environmental health, family health, mental health and health education; (4) An overview of Hong Kong health services.

Family medicine is a medical specialty that provides continuing and comprehensive healthcare for individuals and families, including all ages, sexes, organ systems, and disease entities.

The objective of this course is to give students a general concept of Family Medicine in the following aspects: (1) Principles of Family medicine; (2) Common medical conditions encountered in